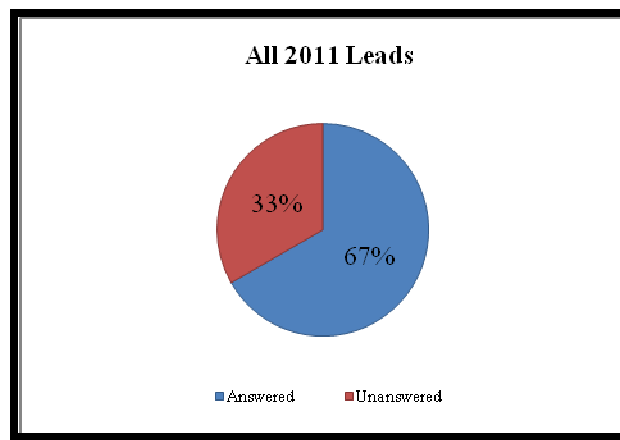


## **2011 Business Attraction and Expansion Announcements**

Name	Community	Purpose	SF	New Jobs	New Payroll	Real Investment
Auto Temp, Inc.	Batavia Village	Mfg	38,000	20	\$ -	\$ 1,100,000
General Data	Union Township	Mfg	18,000	39	\$ -	\$ 3,100,000
<b>TOTAL</b>			<b>56,000</b>	<b>59</b>	<b>\$ -</b>	<b>\$ 4,200,000</b>

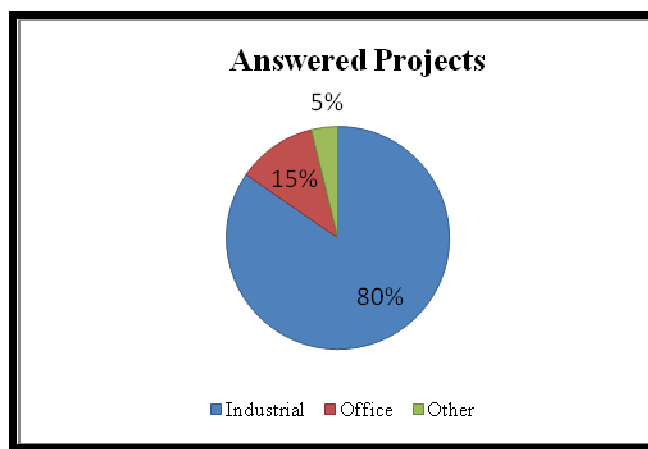
## **2011 Office and Industrial Demand Analysis (as of 03/30/2011)**

The Office of Economic Development (OED) analyzes the demand it sees for office and industrial space in Clermont County. OED has received 39 inquiries for possible projects as of March 31, as compared to 22 leads at this point in 2010. We have been able to respond with potential sites or buildings for 26 of those projects (67%). We were unable to respond to 13 projects (33%) due to the lack of appropriate land or buildings. This is somewhat lower than the typical 75% response ratio and seems to be due to a number of highly specific facility requests in early 2011.

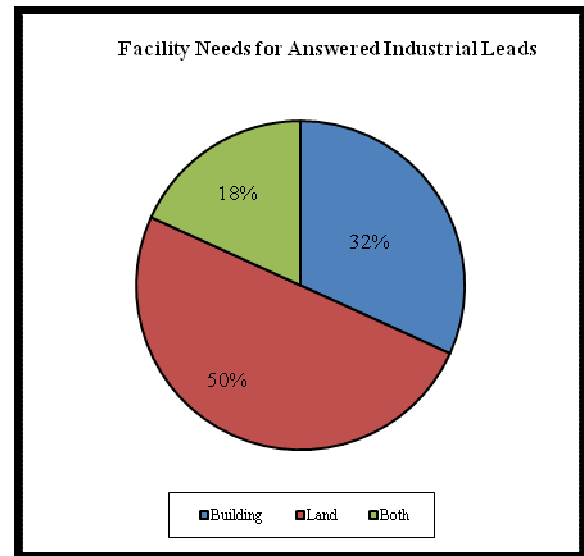


## **Answered Leads**

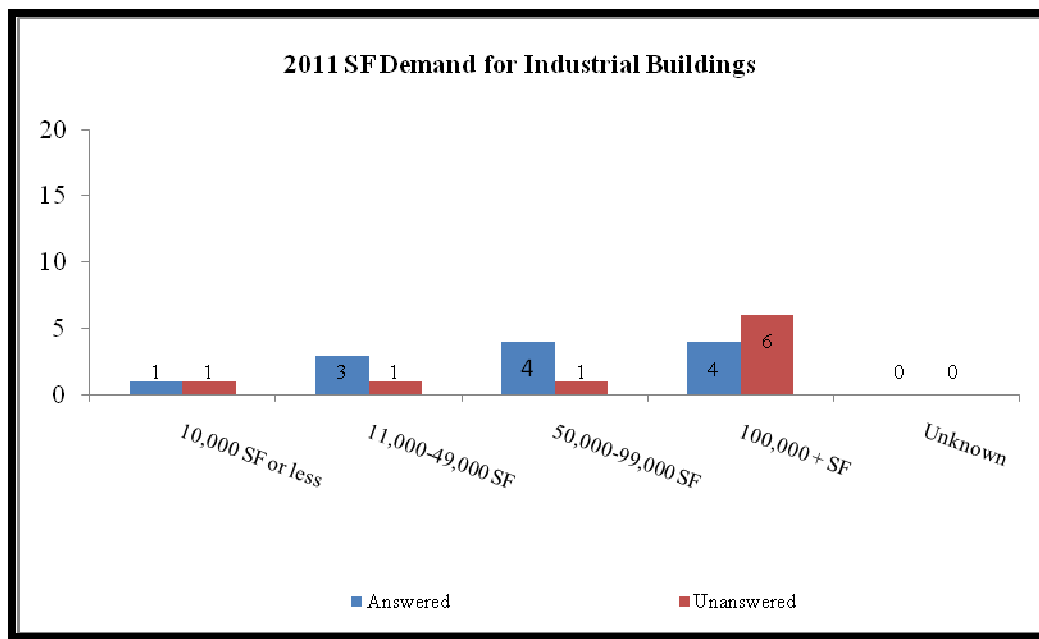
Twenty-two of the 26 projects responded to were industrial project leads. This ratio is consistent with last year, as OED typically receives more industrial than office leads.



Of the 22 answered industrial (manufacturing and warehouse) projects we answered, seven were looking for an existing building, eleven were looking for land for new construction, and four were looking for an existing building with the potential for expansion. This make-up of needs is different from the previous couple of years, as it appears prospects are increasing their interest in new construction. Also, it could mean that prospects are finding the inventory of existing buildings to be low.

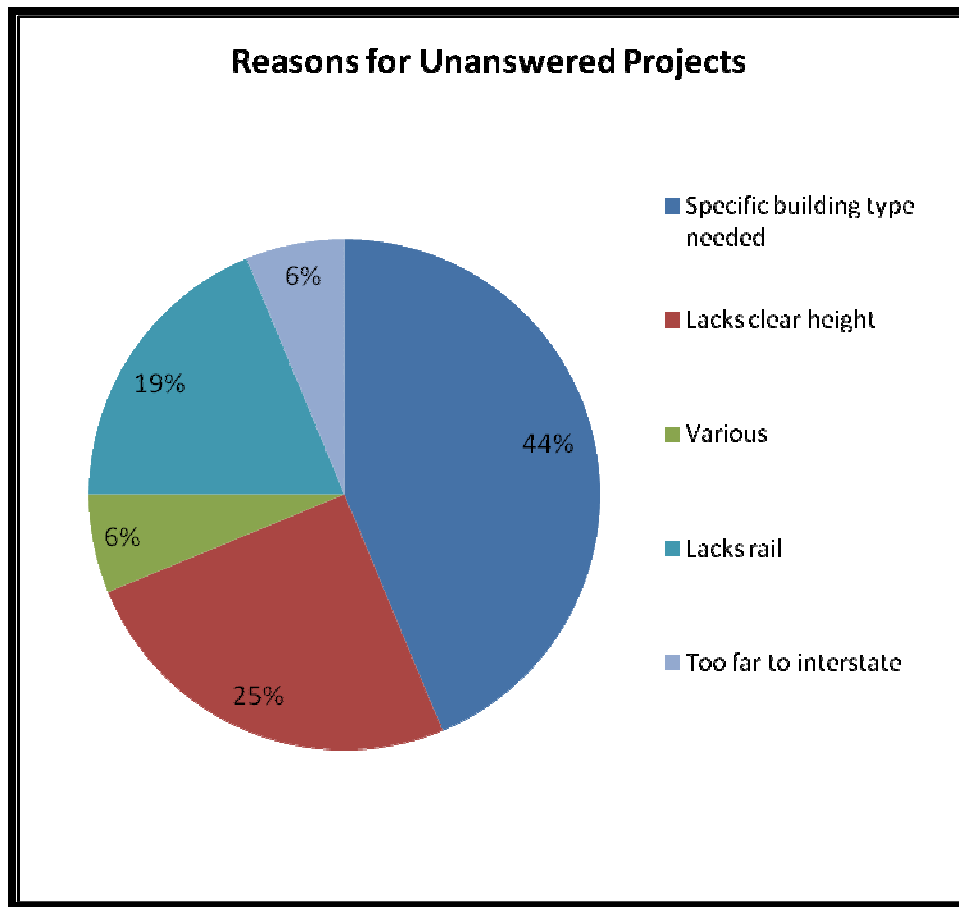


The most commonly requested industrial building size were the 50,000 to 99,000 square feet and the 100,000+ square feet ranges, both with 36% of the responses. The average size request of answered leads was 95,000 SF down from 2010's first quarter average of 147,000 SF.



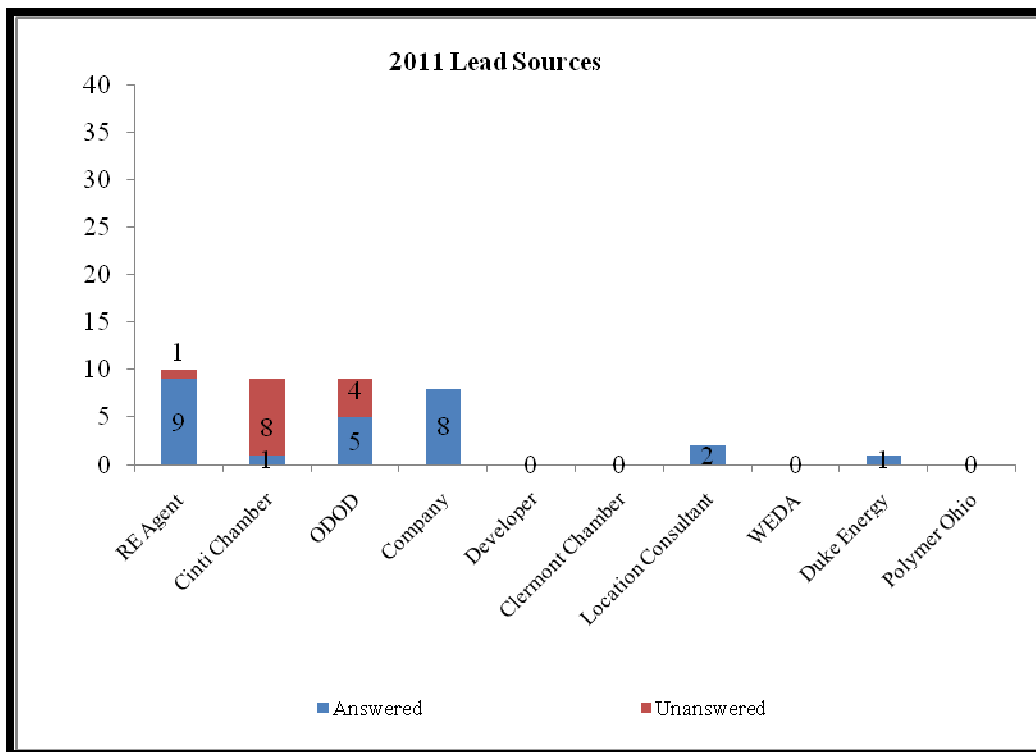
### Unanswered Leads

OED had 13 projects (33%) that we could not respond to because of the lack of an appropriate facility, which is a significant decrease on a percentage basis compared to this point in 2010 when we had ten unanswered prospects (55% of total). Of the unanswered projects, most (11 of 13) were manufacturing projects and were highly specific, with requests for former chemical or food facilities, rail feasibility, airport access, proximity to interstates, or high ceilings. The average unanswered industrial request was about 114,000 square feet.



### Lead Generation

OED receives leads from several sources. Pre-2009 we saw that real estate agents and companies themselves had been some of the strongest sources of leads. We are seeing that trend return in 2011. The State of Ohio has brought a number of projects that we answered. However, there were a number of leads from the State we were unable to answer due to specific building needs. The table on the next page illustrates the sources of all leads, broken out by answered and unanswered projects.



### **Lead Status**

For the 2011 leads that OED has submitted sites for, over 80% have received site submissions and are reviewing county properties. These leads have the potential to turn into announced projects, but only one has conducted a site tour and four are considering sites in the County. Additionally, we expect other prospect announcements in the 2<sup>nd</sup> quarter.

